

# YOUR NATIONAL PARK SYSTEM

## A PASSPORT TO ADVENTURE



Presented by:



**PHILLIPS PETROLEUM COMPANY**

# YOUR MISSION 66 AND THE NATIONAL PARKS

Phillips Petroleum Company supports many measures to conserve the natural resources of our nation.

Among them is the National Park Service "MISSION 66" program to improve facilities and services in the national parks. It deserves the support of all Americans.

Phillips is pleased to have helped in the publication of this booklet which tells many interesting things about our national parks and what "MISSION 66" is doing to make them more enjoyable for us all.

We hope that your "journey" through this booklet will add to your interest in our national parks and help you tell about the "MISSION 66" program in your own school and neighborhood.





UNITED STATES  
DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE  
WASHINGTON 25, D.C.

The Congress has authorized the Secretary of the Interior through the National Park Service to manage the superlative natural, historical and recreational areas that comprise your National Park System.

You will enjoy reading this attractive booklet which tells you about the work of the National Park Service. We hope you will share it with your fellow students, your parents and teachers. Phillips Petroleum Company, by making this booklet available, supports your National Park System. We need your support as well.

Through a special program now underway--called MISSION 66--the Congress provides funds for the development of visitor centers, campgrounds, roads, trails and other facilities to make your travels to the national parks more enjoyable and meaningful.

We invite you to visit--to know--and to enjoy--your national parks. In them you may observe the forces of nature that have carved and shaped our land; be inspired by the great events of our history that have influenced our destiny and forged our heritage; enjoy a quality recreational experience in the beautiful out-of-doors.



*George B. Hartzog, Jr.*  
George B. Hartzog, Jr.  
Director

## YOUR NATIONAL PARK SYSTEM

Looking for adventure?

Most Americans — young and old, rich and poor — have thrilled to the excitement of these magic words.

Probably everyone alive has at one time or another felt the lure of the unusual — the call to explore beyond the normal limits of daily life.

What is adventure?

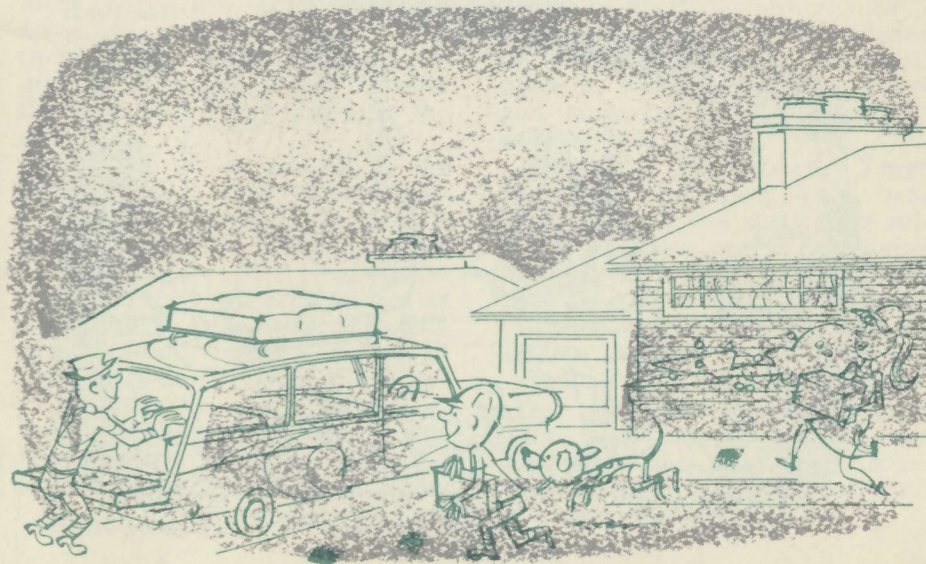
The dictionary says that it is a "remarkable experience."

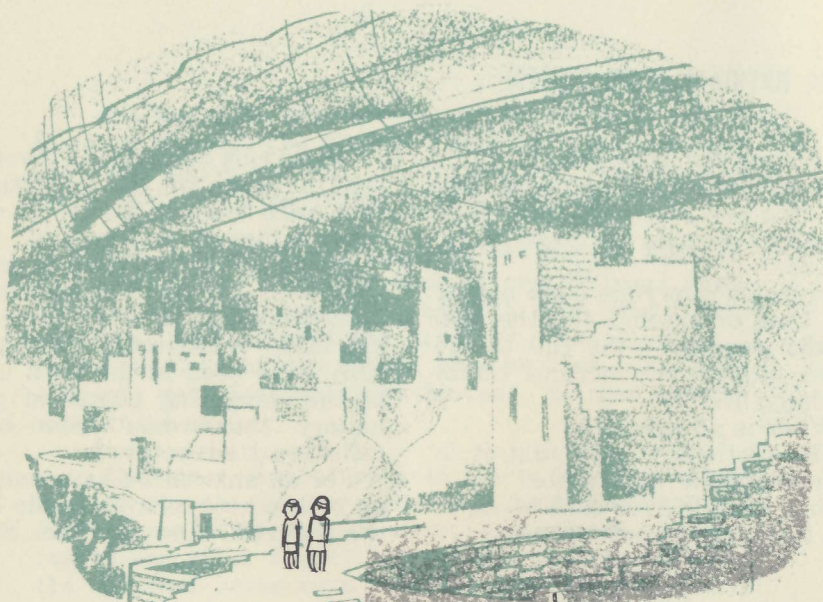
But, actually, for each of us, it can have a different meaning.

Let us look back briefly through time at some of the adventures that were lived by the people who came before us in America.

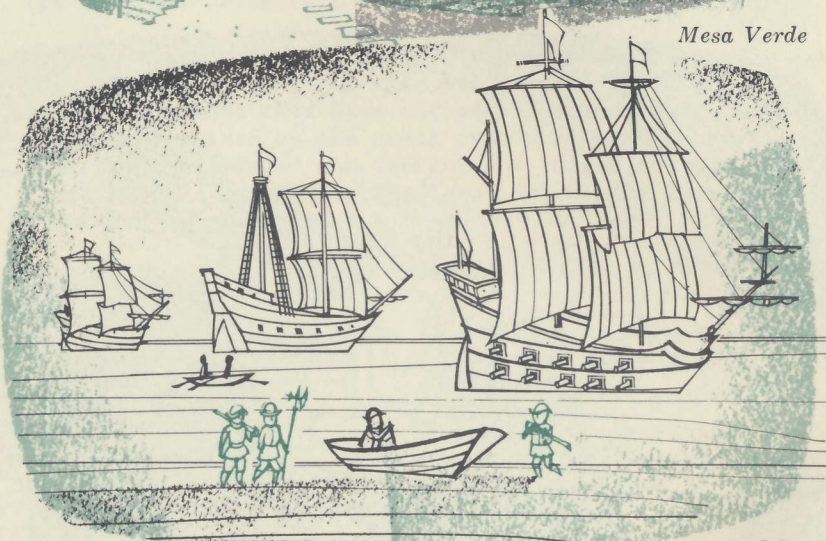
First, there was earliest man, who with his crude tools had a hard time just to stay alive on our land. What could there possibly have been in the hard lives of the struggling people of pre-history that could have been called real adventure?

For an answer we have only to go to southwestern Colorado and the rugged land of the Mesa





*Mesa Verde*



*Jamestown Island*

Verde. Here we can still see the well-preserved remains of one of the most wonderful architectural achievements ever accomplished.

For at Mesa Verde these ancient people, with only their rough tools and their hands, constructed under the protective overhang of a huge cave the largest and most carefully worked out cliff dwelling ever dreamed of.

From one end of the cave to the other stand unbroken lines of houses — towering story upon story almost like the great castles of the Middle Ages. In some of the houses, paintings are still bright on the walls; in others footprints of the people are still clearly stamped in the hard-packed clay floors.

Through the artistic creations of their work the settlers of the Mesa Verde are still very much alive today for us to see. For them, this was adventure — making themselves live forever through their city hidden in the cliff.

Now let us run ahead to the fateful year of 1607. It was fateful because in that year, on the 14th day of May, a daring group of fewer than 150 Englishmen landed from three small ships at Jamestown Island in Virginia and hopefully began the task of making it their home.

Thus, the first permanent English settlement in America was begun, some 20 years after the failure of an attempt to establish

a colony on Roanoke Island and 13 years before the Pilgrims made their historic landing at Plymouth, in New England.

The settlement of Jamestown has been described as one of the great events in the history of the world. Here was born a great English-speaking nation beyond the seas, and here was the cradle of our great institutions and liberties.

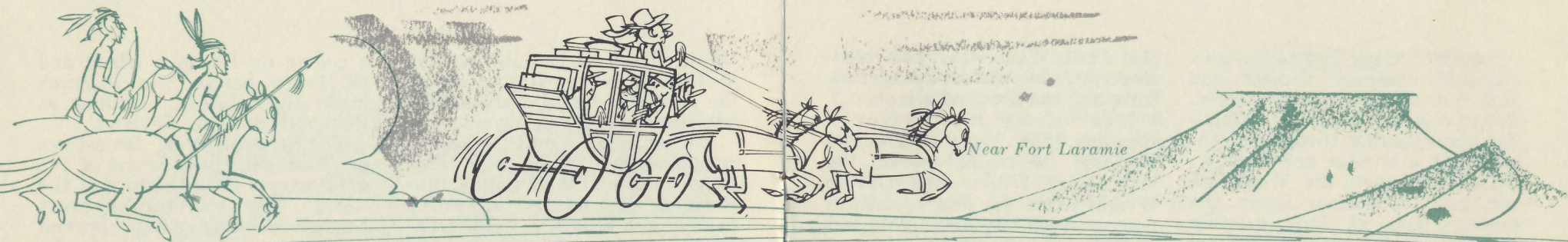
But the members of the small band who came ashore that day in 1607 were not thinking in terms of history. They were concerned instead with the sheer joy of adventure — the challenge of building a new life for themselves in a wild and beautiful new land.

In 1776, there came adventure of another sort when young America — dreaming a sweet dream of liberty — brought forth the Declaration of Independence at Philadelphia and embarked upon a war against the great and powerful British nation to achieve that dream.

Saratoga, Morristown, Kings Mountain, Yorktown — the acts of bravery of the struggling colonists at these and other places in their hard fight for independence are known around the world.

Those were stirring — and inspiring — days.

But so were the times of those other bold adventurers who came later and helped expand our Nation to the west — the men, women and the children who



moved as pioneers over the Oregon trail and left us a cherished heritage of courage and determination.

Scotts Bluff, Fort Laramie, Death Valley—even today names such as these stir a mixture of pride and deep excitement in us as we think back to the days of the covered wagon and the almost unbelievable hardships overcome in the building of the land we love.

Yes, the story of America is a story of daring and adventure—

of great risks and greater, lasting gains.

But, some may say, those days are gone; the frontier and the wilderness are things of the past; civilization has crowded in everywhere and there's nothing left of the kind of world the pioneers explored and knew.

If this were true, it would be a sad day indeed for all of us.

Fortunately, it isn't true at all. Because scattered throughout America—and available to the use of anyone who seeks them

out—are great National Parks and Monuments, wildly beautiful scenic areas, places where history and the prehistoric times have been preserved and kept alive.

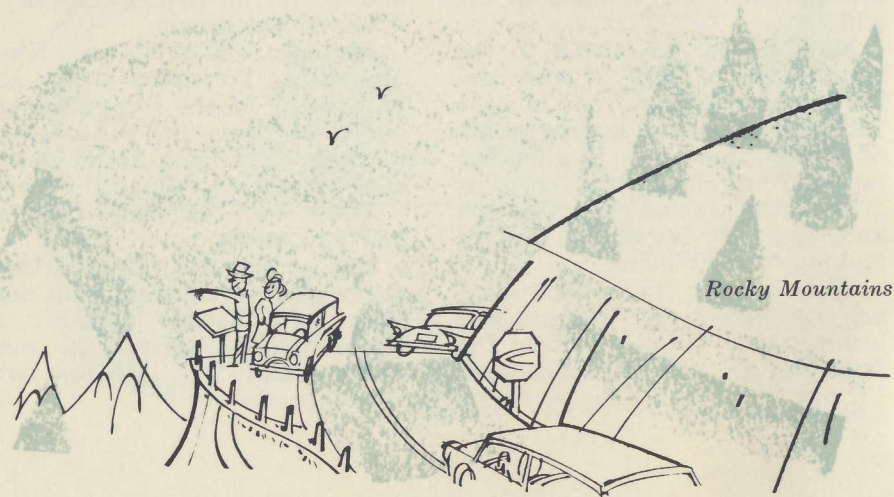
Today and every day, from north to south and east to west, adventure waits Americans in the more than 200 units of our National Park System—never to be forgotten experiences in the out-of-doors or at the shrines to the great men and events in this Nation's past.

Go to Colorado and you will

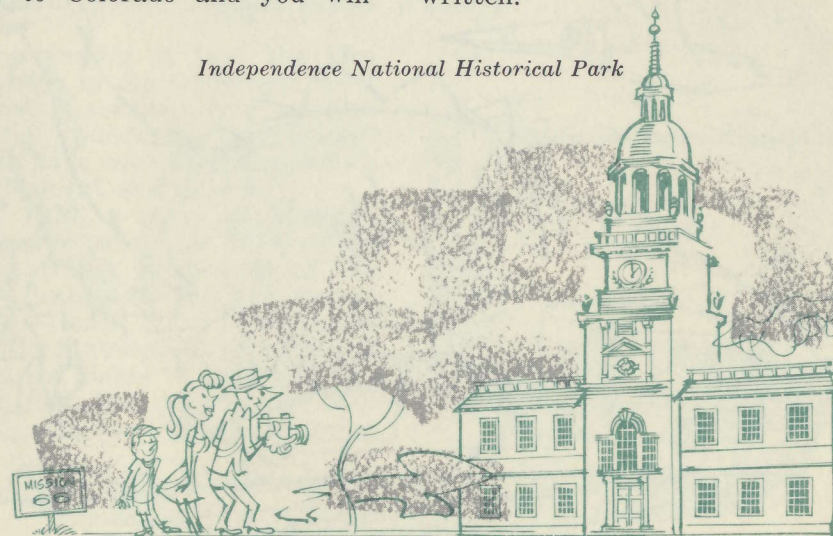
find Mesa Verde National Park, preserving and protecting for all time the world-famed prehistoric cliff dwellings.

Travel to Virginia and you may relive the times of the early English settlers at Jamestown National Historic Site and Colonial National Historical Park.

Turn northward to Philadelphia and you can go through Independence National Historical Park and the structures where our Nation was born and its Constitution written.



*Independence National Historical Park*



Stand on Cape Cod at the new National Seashore Project and gaze out on the Atlantic Ocean. Try to visualize the Pilgrims landing here, making their first contact with a strange new land.

Drive through the West and you may experience again the pioneer days at such exciting places as Fort Laramie National Monument in Wyoming, Scotts Bluff National Monument in Nebraska, and Custer Battlefield National Monument in Montana.

In the Park System are many areas illustrating prehistory and the Indian cultures, Colonial history, the War for American Independence, the advance of the frontier and westward expansion,

the Civil War, American commerce, travel, industry, agriculture, and the arts and sciences.

Near Kitty Hawk, North Carolina, the Wright Brothers National Memorial marks the site where Wilbur and Orville Wright made the first successful power-driven airplane flight; and at Edison Laboratory National Monument in West Orange, New Jersey, are preserved the original buildings which Thomas Alva Edison erected in the summer of 1887 as forerunners to the great industrial laboratories that serve the world today.

In Dinosaur National Monument, lying across the northern portion of the boundary between



Utah and Colorado, visitors may see the actual work of uncovering fossils of these ancient monsters — or one may lose himself and simply hike and camp and fish and rest in the wild, beautiful lands of such National Parks as Grand Teton in Wyoming or Yosemite in California.

The possibilities for change, for high adventure in the scores of National Parks and Monuments from coast to coast are almost limitless.

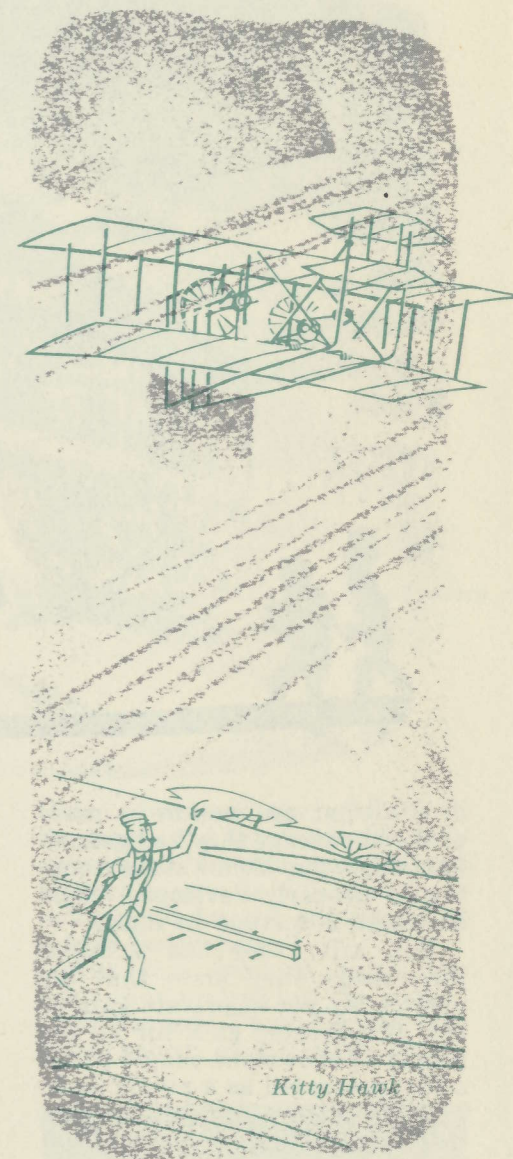
The millions of Americans who have visited them can testify that there are still frontiers to be explored — that in many places in our land the onrush of civilization has been prevented from destroying our priceless scenic and historic heritage.

But how did all this come about? What led the United States to be the first Nation in the world to establish a system of National Parks for public use and enjoyment?

The answer is that the idea was born in the wilderness itself — that it resulted from another of the “wonderful experiences” which have marked this country’s development and growth.

In 1870, a party of Montana citizens explored for 30 days the vast, strange wilderness of the lands drained by the Yellowstone River — lands lying in what are now the States of Wyoming, Montana, and Idaho.

On their last day in camp they gathered around their campfire to





*The Yellowstone Country*

decide what use was to be made of the knowledge they had gained. Certainly the Yellowstone country, if properly developed, could be worth a fortune to them.

But, after they had searched their souls, they knew that the answer lay not in private gain — but in a greater gain for all the people. Yellowstone should be set aside, preserved as a public park.

Here, at this campfire, then, was born the idea of our National Parks.

Since Yellowstone was officially established in 1872 “as a public park or pleasuring ground for the benefit and enjoyment of the people,” 30 others have been established.

At the same time, through the years, other kinds of nationally important areas have been brought into the National Park System — National Monuments, historical reservations of various types, early battlefields, National Seashores, and National Park-

ways. Today, these areas cover some 26 million acres.

The National Parks and Monuments are more than America’s vacation lands. They represent inspirational, historical, archeological, and educational resources of a priceless and irreplaceable nature.

That is why, in 1916, Congress set up the National Park Service in the Department of the Interior and instructed it “to conserve the scenery and the natural and his-

toric objects and the wildlife” in the parks, and to provide for their enjoyment “in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

And this remains today the basic idea underlying the important National Park Service program known as MISSION 66.



## What is MISSION 66?

It is a long-range program for the conservation, protection, improvement, and expansion of America's National Park System to meet the needs of a growing population.

It is scheduled for completion in 1966 — the year in which the National Park Service will observe its 50th anniversary. That's the reason for the name — MISSION 66.

For those who might wonder how such a program came about — why it was necessary — it should be explained that in 1956, when MISSION 66 was launched, the National Park System was trying to take care of 55 million visitors, though it was staffed and equipped to care for hardly more than half that many.

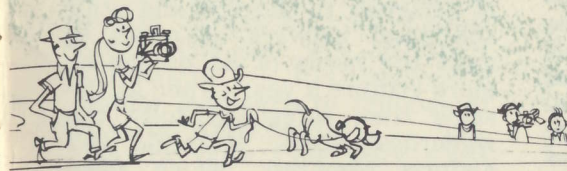


This was due in part to the necessarily limited funds for park use in the years during and immediately after World War II.

But even more important was the fact that no one could see the tremendous increase in park use that has come since the war.

At the time of Pearl Harbor, in 1941, about 21 million visits were made to the National Parks and Monuments.

1941 — 21 Million Visitors



In 1962, this number had risen to over 88 million. In other words, the total had more than quadrupled in 21 years!

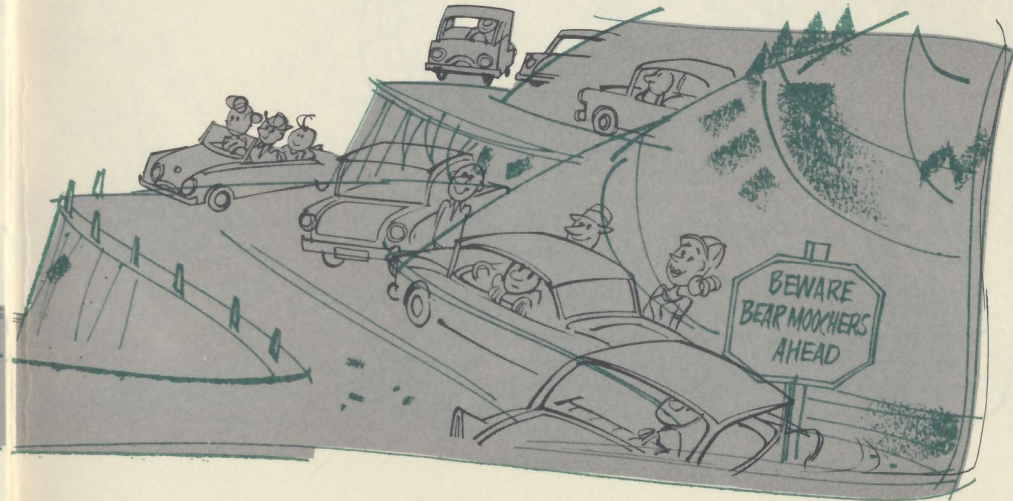
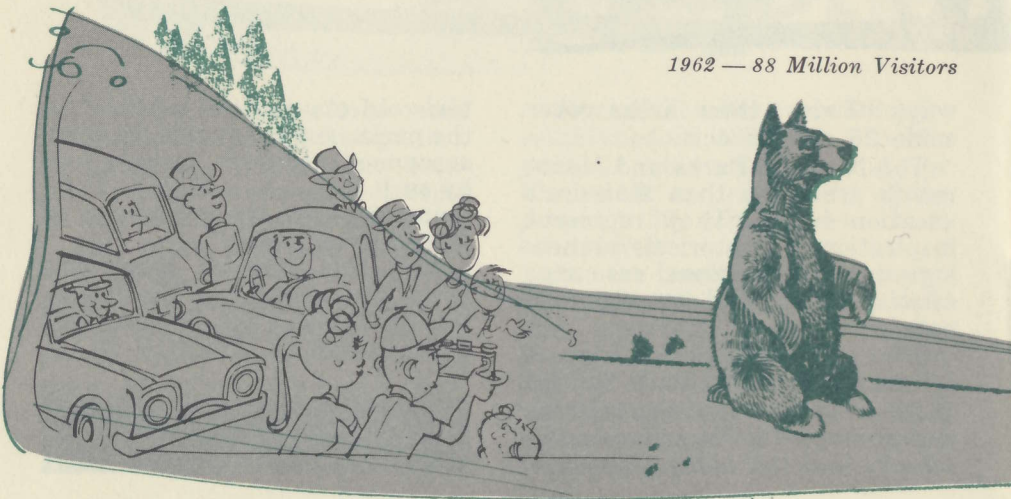
There are many reasons why this happened, but most important were these two: Our rapid economic growth, and the expansion of our population to more than 187 million people.

With higher incomes and more leisure time, Americans since the

war have become a traveling, sightseeing people. And high on the list of the sights they have wanted to see are the beautiful, scenic, and inspiring historic places of their country.

As a result, the National Parks by 1956 had reached a point where they were no longer able to provide the enjoyment, rest, and inspiration for which they were established.

1962 — 88 Million Visitors





Buildings were old and inadequate — many of them in disrepair. Roads designed for horse and buggy days were clogged with automobiles. Lodges, campgrounds, roads, and trails were crowded far beyond their capacities. The park lands themselves were becoming worn and abused.

In fact, the priceless heritage of our beautiful wilderness and shrines — passed down to us from the time of our forefathers — was in real danger.

In this emergency, a group of key employees of the National Park Service were called in and told to develop a plan for bringing the National Park System up to the standards which the Amer-

ican people want and have a right to expect.

The result was MISSION 66, which — over a 10-year period — is designed to develop and staff the great network of parks to meet the needs of 80 million or more visitors a year — and at the same time safeguard fully the wilderness, scenic, scientific, and historic resources, which form such an important part of our national heritage.

Under MISSION 66, the National Park Service has invested approximately \$350,000,000 to make a visit to the parks more enjoyable — more meaningful — for all Americans.

This money has provided new and better park roads, trails, parkways, visitor centers, museums, campsites, utility systems, and a variety of information services throughout the United States. The sign, "A MISSION 66 PROJECT," has become a familiar landmark to millions of traveling Americans.

At the same time, park staffs have been increased to provide proper protection of natural park features and to provide better service by the familiar Park Ranger, by naturalists, historians, and others to the increasing millions who visit the parks.

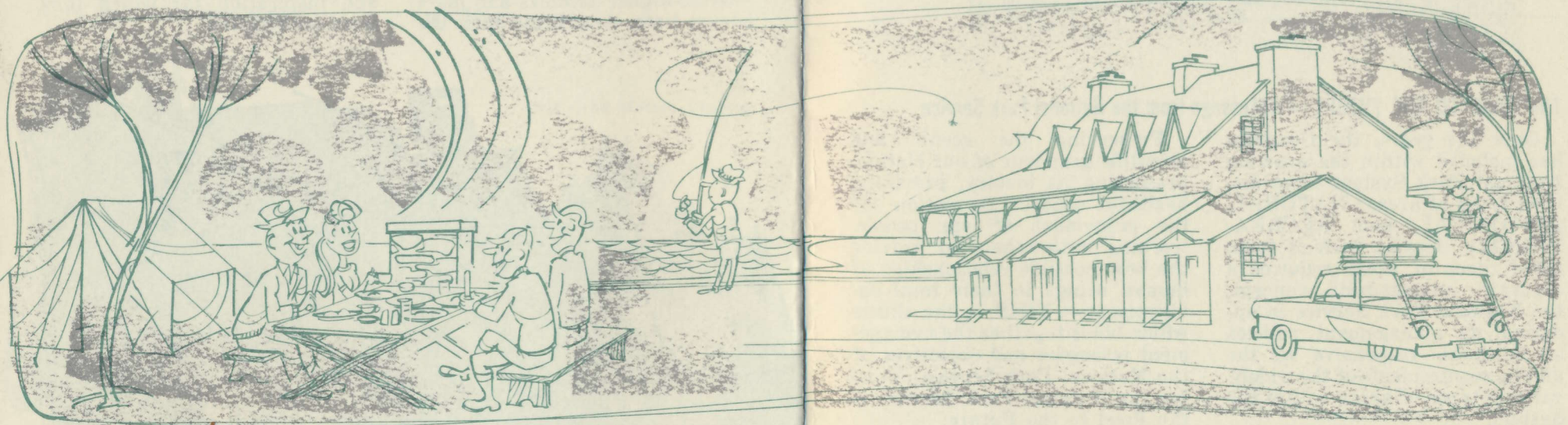
Nor is this all that has been done to help you enjoy and appre-

ciate your park vacation.

The leaders of private enterprise have been watching MISSION 66 in action, and they have been impressed. In fact, so impressed that they themselves have invested nearly \$22,000,000 as their contribution to the crusade to improve our National Parks and make them the places of bright adventure that they were meant to be.

With this \$22,000,000, new hotels, lodges, motels, restaurants, and other accommodations have been built for the comfort and convenience of the visitor.

And at the same time the National Park Service of the Department of the Interior is working

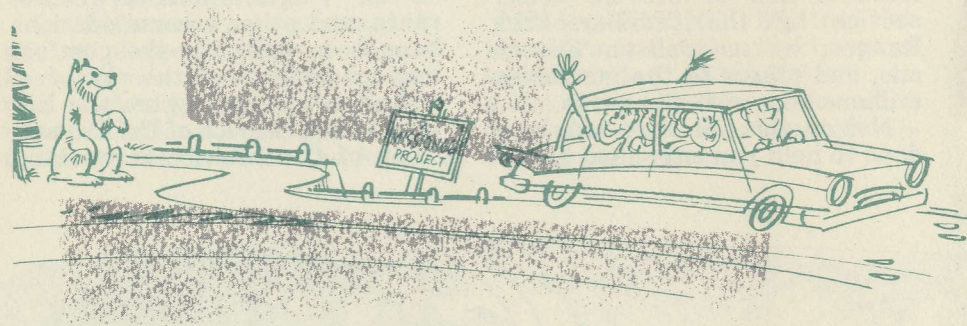


hard to acquire new park lands so that there will be plenty of space for the increasing number of Americans to enjoy healthful outdoor recreation — now, and in the years to come.

The National Parks and Monuments typify the best that is America. The historic places inspire us all to renewed faith in the American tradition. In the wilderness of the great out-of-

doors, we see America as the pioneers found it, and recapture some of their inspiring strength and courage.

The real accomplishments of MISSION 66 will be measured by the results it brings to the American people — refreshment of body, mind, and spirit, pride in the Government of the United States, love of the American land, and faith in its destiny.



### THE ROAD TO THE FUTURE — A Message from the National Park Service

Over the years, the Congress has included within the growing National Park System three distinct types of areas: NATURAL, HISTORICAL and RECREATIONAL. Because each of these three types of areas requires a separate management concept, the National Park Service is updating its management policies to be more responsive to the unique requirements of the widely varying types of areas within the System.

Preserving the scenic and scientific grandeur of our Nation, presenting its history, providing healthful outdoor recreation for the enjoyment of our people, working with others to provide the best possible relationships of human beings to their total environment — THIS is the theme which binds together the management principles and objectives of the National Park Service. This, for the National Park Service, is the Road to the Future.

This is the story of the National Parks — and of MISSION 66.

Every day, in every part of the land, there is the exciting hum of tires on asphalt and concrete as thousands of Americans take to the road for the high adventure of a visit to our wild places and our priceless national shrines.

We of Phillips Petroleum Company are proud to play a part in this great, continuing drama of adventure. We were especially honored in 1962 when the U.S. Department of Interior presented its Conservation Service Award to Phillips in recognition of the company's outstanding service to the cause of conservation. Our Mission 66 educational program was among several factors cited as significant contributions to this cause. The Award not only symbolized our oil and gas industry's appreciation for scenic and natural values, but its aim to protect these values in conducting its operations.

With appreciation to the National Park Service, which prepared the text; produced through courtesy of Phillips Petroleum Company.



